



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **305719 /** **MI Quality Homecare Initiative**

Original Date / Revision Agency Com 15%

09/13/12 09/13/12 Billing Contact

Advertiser **MI Quality Homecare Initiative**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1536 Week 1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
 Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|---------------------|---------------------|-------------|------------|----------|---------|--------------|--------------|
| November 2012 | 119 | \$102,977.50 | \$121,150.00 | 0.00 | 10/29/12 | 11/06/12 | 119 | \$102,977.50 | \$121,150.00 |
| Totals | 119 | \$102,977.50 | \$121,150.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 1 | WXYZ | 10/30/12 | 11/06/12 | 430 AM News 7 Action News This Morni | CM | 430a-5a | 11111-- | :30 | 5 | \$150.00 | P-4 | 0.00 | NM | 6 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | 4 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 11----- | | 2 | | | | \$150.00 | | 0.00 | | | |
| 2 | WXYZ | 10/30/12 | 11/06/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | 11111-- | :30 | 5 | \$400.00 | P-3 | 0.00 | NM | 6 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | 4 | | | | \$400.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 11----- | | 2 | | | | \$400.00 | | 0.00 | | | |
| 3 | WXYZ | 10/30/12 | 11/06/12 | GMA M-F 7-9am | CM | 7-9am M-F | 22222-- | :30 | 10 | \$900.00 | P-3 | 0.00 | NM | 12 | \$10,800.00 |



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Contract / Revision **305719** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1536 Week 1**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 7-9am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 2222-- | | | | | 8 | \$900.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 22----- | | | | | 4 | \$900.00 | | 0.00 | | | |
| 4 | WXYZ | 11/03/12 | 11/03/12 | Action News SAT 6am | CM | SAT 6-7am | -----S- | :30 | 1 | \$250.00 | P-4 | 0.00 | NM | 1 | \$250.00 |
| | | | | Action News SAT 6am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$250.00 | | 0.00 | | | |
| 5 | WXYZ | 11/03/12 | 11/03/12 | GMA SAT 7-8am | CM | SAT 7-8am | -----S- | :30 | 1 | \$350.00 | P-4 | 0.00 | NM | 1 | \$350.00 |
| | | | | GMA SAT 7-8am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 6 | WXYZ | 11/03/12 | 11/03/12 | Action News SAT 8am | CM | SAT 8-9am | -----S- | :30 | 1 | \$350.00 | P-4 | 0.00 | NM | 1 | \$350.00 |
| | | | | Action News SAT 8am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 7 | WXYZ | 11/04/12 | 11/04/12 | GMA SUN 7-8am | CM | SUN 7-8am | -----S | :30 | 1 | \$350.00 | P-4 | 0.00 | NM | 1 | \$350.00 |
| | | | | GMA SUN 7-8am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$350.00 | | 0.00 | | | |
| 8 | WXYZ | 11/04/12 | 11/04/12 | Action News SUN 8am | CM | Sun 8-930am | -----S | :30 | 1 | \$350.00 | P-4 | 0.00 | NM | 1 | \$350.00 |
| | | | | Action News SUN 8am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 9 | WXYZ | 10/30/12 | 11/06/12 | M-F 9a-10a | CM | 9-10am M-F | 2221-- | :30 | 9 | \$500.00 | P-4 | 0.00 | NM | 10 | \$5,000.00 |
| | | | | M-F 9a-10a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1221-- | | | | | 6 | \$500.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 22----- | | | | | 4 | \$500.00 | | 0.00 | | | |
| 10 | WXYZ | 10/30/12 | 11/05/12 | M-F 10a-11a | CM | 10-11am M-F | 11111-- | :30 | 5 | \$400.00 | P-4 | 0.00 | NM | 5 | \$2,000.00 |
| | | | | M-F 10a-11a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | | | | 4 | \$400.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| E 11 | WXYZ | 10/30/12 | 11/05/12 | 12p Noon News | CM | 12-1pm M-F | 11111-- | :30 | 5 | \$500.00 | P-4 | 0.00 | NM | 5 | \$2,500.00 |
| | | | | 12n-1p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | | | | 4 | \$500.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| 12 | WXYZ | 10/30/12 | 11/05/12 | M-F 4-5pm | CM | 4-5pm M-F | 11111-- | :30 | 5 | \$900.00 | P-3 | 0.00 | NM | 5 | \$4,500.00 |
| | | | | Dr. Oz | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | | | | 4 | \$900.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| 13 | WXYZ | 10/30/12 | 11/05/12 | 5p News | CM | 5-6pm M-F | 11111-- | :30 | 5 | \$1,000.00 | P-4 | 0.00 | NM | 5 | \$5,000.00 |
| | | | | 5-6pm M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1111-- | | | | | 4 | \$1,000.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 14 | WXYZ | 10/30/12 | 11/05/12 | 6p News | CM | 6-630pm M-F | 11111-- | :30 | 5 | \$1,200.00 | P-3 | 0.00 | NM | 5 | \$6,000.00 |
| | | | | 6-630pm M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WXYZ

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Contract / Revision **305719** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1536** Week **1**

| | | | | | | | | | | | | | | Totals | |
|-------------|------|---------------------------------|-------------------|--|-------|-----------------|-----------------------|-----------------|-------------------|-------------------------|-----|---------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 14 | WXYZ | 10/30/12 | 11/05/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | 11111-- | :30 | 5 | \$1,200.00 | P-3 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 15 | WXYZ | 10/30/12 | 11/05/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | 11111-- | :30 | 5 | \$1,200.00 | P-3 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 16 | WXYZ | 11/03/12 | 11/03/12 | Access Saturday Sat 7-8pm | CM | 7-8pm Sat | -----S- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | | WXYZ | 10/29/12-11/04/12 | Access Saturday | | | 7-8pm Sat | -----Sa-- | :30 | (\$1,000.00) | | 0.00 | NM | | |
| | | See MG 16.2 | | | | | | | | | | | | | |
| | | [inv code is EARLY NEWS SA 7pm] | | | | | | | | | | | | | |
| 2 | | NXYZ | 11/03/12-11/03/12 | Early News Sa 7p (Foll Sport:7pm Sat | | | | -----Sa-- | :30 | \$1,000.00 | | 0.00 | NM | | |
| | | Ⓜ MG for 16.1 11/03 | | | | | | | | | | | | | |
| 17 | WXYZ | 11/04/12 | 11/04/12 | Early News Su Su 6-630p | CM | 6-630pm Sun | -----S | :30 | 1 | \$750.00 | P-4 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | | |
| E 18 | WXYZ | 10/31/12 | 11/02/12 | Access M-F 730-8pm M-F 730-8pm | CM | 730-8pm M-F | --1-1-- | :30 | 2 | \$1,800.00 | P-3 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1-1-- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| 19 | WXYZ | 10/30/12 | 11/05/12 | Late News M-Su 11pm Action News Updat | CM | 11-1135pm M-Sun | 11-1-1- | :30 | 4 | \$2,000.00 | P-4 | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1-1-1- | | | | | 3 | \$2,000.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 20 | WXYZ | 10/30/12 | 11/05/12 | M-F 1135p-1205a Nightline | CM | 1135pm-1205am | 11111-- | :30 | 5 | \$750.00 | P-4 | 0.00 | NM | 5 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$750.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 21 | WXYZ | 10/30/12 | 11/05/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am | 11111-- | :30 | 5 | \$250.00 | P-4 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$250.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| 22 | WXYZ | 10/30/12 | 11/05/12 | M-F 106a-206a M-F 106a-206a | CM | 106am-206am | 11111-- | :30 | 5 | \$150.00 | P-4 | 0.00 | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$150.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$150.00 | | 0.00 | | | |
| 23 | WXYZ | 11/03/12 | 11/03/12 | SA 1130p-1230a SA Greys | CM | 1130pm-1230am | -----S- | :30 | 1 | \$250.00 | P-4 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$250.00 | | 0.00 | | | |



WXYZ

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Contract / Revision **305719** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **MI Quality Homecare Initiat** Product **MI Quality Homecare Initiati** Estimate # **1536 Week 1**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|-----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| 24 | WXYZ | 11/04/12 | 11/04/12 | Sports Update 1130-12n SU 1130p-12a | CM | 1130pm-12am | -----S | :30 | 1 | \$550.00 | P-4 | 0.00 NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$550.00 | | 0.00 | | |
| 25 | WXYZ | 11/05/12 | 11/05/12 | Monday Prime C Castle | CM | 10-11pm Monday | M----- | :30 | 1 | \$5,000.00 | P-3 | 0.00 NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$5,000.00 | | 0.00 | | |
| 26 | WXYZ | 10/30/12 | 10/30/12 | Tuesday Prime C Private Practice | CM | 10-11pm Tuesday | -T----- | :30 | 1 | \$5,000.00 | P-3 | 0.00 NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$5,000.00 | | 0.00 | | |
| 27 | WXYZ | 11/01/12 | 11/01/12 | Thursday Prime A Missing | CM | 8-9pm Thursday | ---T--- | :30 | 1 | \$4,000.00 | P-3 | 0.00 NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$4,000.00 | | 0.00 | | |
| 28 | WXYZ | 11/02/12 | 11/02/12 | Friday Prime A Shark Tank | CM | 8-9pm Friday | ----F-- | :30 | 1 | \$2,000.00 | P-3 | 0.00 NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | |
| 29 | WXYZ | 11/03/12 | 11/03/12 | ABC Saturday Night Foot ABC's Saturday Night Foc | CM | SA 8pm-1130pm | -----S- | :30 | 1 | \$3,000.00 | P-3 | 0.00 NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$3,000.00 | | 0.00 | | |
| 30 | WXYZ | 11/04/12 | 11/04/12 | Sunday Prime A AFHV | CM | 7-8pm Sunday | -----S | :30 | 1 | \$3,000.00 | P-3 | 0.00 NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$3,000.00 | | 0.00 | | |
| 31 | WXYZ | 11/04/12 | 11/04/12 | Action News SUN 6am Action News SUN 6am | CM | SUN 6-7am | -----S | :30 | 1 | \$250.00 | P-4 | 0.00 NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | |
| E 32 | WXYZ | 10/30/12 | 11/05/12 | M-F 11a-12n M-F 11a-12n | CM | 11am-12pm M-F | 11111-- | :30 | 5 | \$750.00 | P-4 | 0.00 NM | 5 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | | 4 | \$750.00 | | 0.00 | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$750.00 | | 0.00 | | |
| E 33 | WXYZ | 11/03/12 | 11/03/12 | SA 1a-2a SA Unit | CM | 1am-2am | -----S- | :30 | 1 | \$175.00 | P-3 | 0.00 NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$175.00 | | 0.00 | | |
| 34 | WXYZ | 11/04/12 | 11/04/12 | SU 12a-1a SU 12a-1a | CM | 12am-1am | -----S | :30 | 1 | \$250.00 | P-4 | 0.00 NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | |
| 35 | WXYZ | 10/31/12 | 10/31/12 | Wednesday Prime A Middle/Suburgatory | CM | 8-9pm Wednesday | --W---- | :30 | 1 | \$4,500.00 | P-3 | 0.00 NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$4,500.00 | | 0.00 | | |
| 36 | WXYZ | 10/30/12 | 11/06/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | 11111-- | :30 | 5 | \$900.00 | P-3 | 0.00 NM | 6 | \$5,400.00 |

| | | | | | | | | | | | | | | Totals | |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|--------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 36 | WXYZ | 10/30/12 | 11/06/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | 11111-- | :30 | 5 | \$900.00 | P-3 | 0.00 | NM | 6 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1111-- | | 4 | | | | \$900.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 11----- | | 2 | | | | \$900.00 | | 0.00 | | | |
| 37 | WXYZ | 11/04/12 | 11/04/12 | SU 1a-2a SU 1a-2a | CM | 1am-2am | -----S | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$175.00 | | 0.00 | | | |
| 38 | WXYZ | 10/30/12 | 10/30/12 | Tuesday Prime B Happy Endings/Apt23 | CM | 9-10pm Tuesday | -T----- | :30 | 1 | \$9,000.00 | P-3 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -T----- | | 1 | | | | \$9,000.00 | | 0.00 | | | |
| 39 | WXYZ | 11/02/12 | 11/02/12 | Friday Prime C 20/20 | CM | 10-11pm Friday | ----F-- | :30 | 1 | \$4,000.00 | P-3 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$4,000.00 | | 0.00 | | | |
| 40 | WXYZ | 11/04/12 | 11/04/12 | Sunday Prime C Revenge | CM | 9-10pm Sunday | -----S | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 119 | \$121,150.00 |